FIG. 1

EZcodes.com Flow Chart
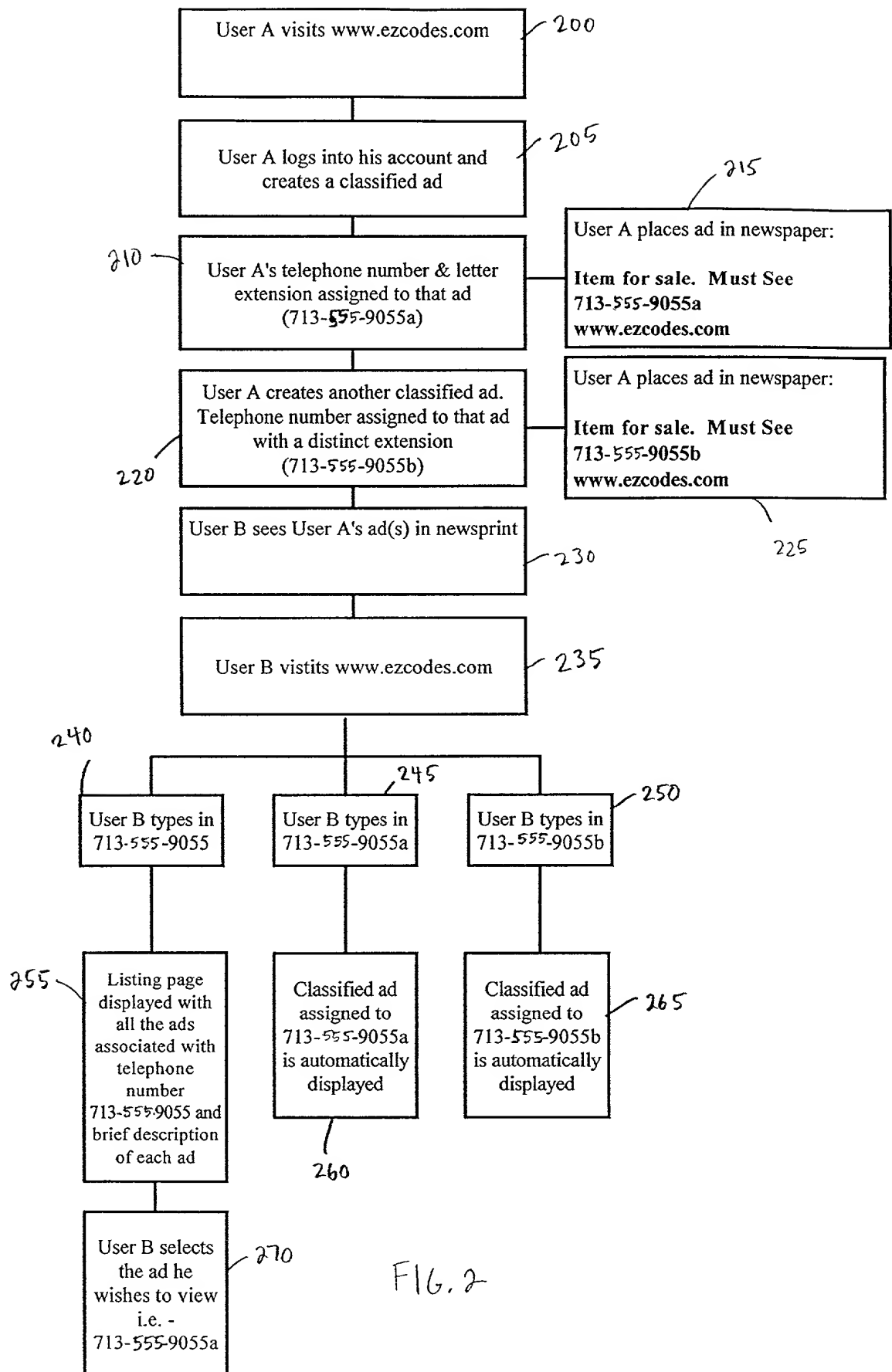
User A visits www.ezcodes.com — 200

User A logs into his account and creates a classified ad — 205

210 — User A's telephone number & letter extension assigned to that ad (713-555-9055a)

215 — User A places ad in newspaper:

**Item for sale. Must See
713-555-9055a**
www.ezcodes.com

User A creates another classified ad. Telephone number assigned to that ad with a distinct extension (713-555-9055b)

220

User A places ad in newspaper:

**Item for sale. Must See
713-555-9055b**
www.ezcodes.com

225

User B sees User A's ad(s) in newsprint — 230

User B vistits www.ezcodes.com — 235

240 — User B types in 713-555-9055

245 — User B types in 713-555-9055a

250 — User B types in 713-555-9055b

255 — Listing page displayed with all the ads associated with telephone number 713-555-9055 and brief description of each ad

Classified ad assigned to 713-555-9055a is automatically displayed

260

Classified ad assigned to 713-555-9055b is automatically displayed — 265

User B selects the ad he wishes to view i.e. - 713-555-9055a — 270

FIG. 2